SOURCE: PHILIP MORRIS NATIONAL TRACKING

		SEGMENT SIZE		MARL SHARE OF SEGMENT		AVAILABLE TO PM	
		1986	1988	1986	1988	1986	1988
MARLBORO (NET)	– FULL FLAV/FLAV LOW KGS/100MM FLT MTHL/N-MTHL MEN & WOMEN	85.0	83.7	28.3	30.2	49.0	47.2
MARLBORO RED	– FULL FLAVOR KING SIZE FLT NON-MENTHOL MEN & WOMEN	21.3	19.9	54.2	56.9	9.8	8.5
MARLBORO LIGHTS	– FLAVOR LOW KING SIZE FLT NON-MENTHOL MEN & WOMEN	15.4	15.6	37.1	42.9	7.2	6.7
MARLBORO 100'S	– FULL FLAVOR 100MM FLT NON-MENTHOL MEN & WOMEN	9.9	10.1	33.7	33.7	4.7	4.6
MARLBORO LIGHTS 100'S	– FLAVOR LOW 100MM FLT NON-MENTHOL MEN & WOMEN	13.7	13.8	23.3	25.3	7.0	7.1
MARLBORO KGS MTHL	– FULL FLAVOR KING SIZE FLT MENTHOL MEN & WOMEN	7.9	7.5	3.9	4.5	7.6	7.2
MARLBORO LTS KGS MTHL	– FLAVOR LOW KING SIZE FLT MENTHOL MEN & WOMEN	4.6	4.6	–	0.6	4.3	4.3
MARLBORO LTS 100'S MTHL	– FLAVOR LOW 100MM FLT MENTHOL MEN & WOMEN	7.1	7.1	–	0.2	5.0	5.4
MARLBORO FF N-MTHL (SUMMARY)	– FULL FLAVOR FLT NON-MENTHOL MEN & WOMEN	31.2	30.0	47.7	49.1	14.4	13.1
MARL FLAV LOW N-MTHL (SUMMARY)	– FLAVOR LOW FLT NON-MENTHOL MEN & WOMEN	29.0	29.4	30.6	34.6	14.2	13.7
MARLBORO KGS N-MTHL (SUMMARY)	– KING SIZE FLT NON-MENTHOL MEN & WOMEN	36.7	35.5	47.0	50.7	17.0	15.2
MARLBORO 100'S N-MTHL (SUMMARY)	– 100MM FLT NON-MENTHOL MEN & WOMEN	23.6	23.8	27.7	28.8	11.7	11.7
MARLBORO NON-MENTHOL (SUMMARY)	– FULL FLAV/FLAV LOW KGS/100MM FLT N-MTHL MEN & WOMEN	60.2	59.4	39.4	41.9	28.7	26.8
MARLBORO MENTHOL (SUMMARY)	– FULL FLAV/FLAV LOW KGS/100MM FLT MTHL MEN & WOMEN	24.8	24.3	1.3	1.6	20.4	20.3
MARLBORO LTS MTHL (SUMMARY)	– FLAV LOW KGS/100MM FLT MTHL MEN & WOMEN	11.7	11.7	–	0.4	9.3	9.7
MARLBORO KGS MTHL (SUMMARY)	– FULL FLAV/FLAV LOW KGS FLT MTHL MEN & WOMEN	12.6	12.1	2.5	3.0	11.9	11.4

2040635164

Source: https://www.industrydocuments.ucsf.edu/docs/hzgm0004

SOURCE: PHILIP MORRIS NATIONAL TRACKING
MARLBORO (NET) - FULL FLAV/FLAV LOW KINGS/100MM
FLT MTHL/N-MTHL MEN & WOMEN

	1986	1988	NET CHANGE
N =	24556	23994	
TOTAL SEGMENT	85.0	83.7	-1.3
MARLBORO RED KGS	11.3	11.2	-0.1
MARLBORO LTS KGS	5.6	6.6	1.0
WINSTON RED KGS	5.0	4.2	-0.8
MARLBORO LTS 100'S	3.2	3.5	0.3
MARLBORO 100'S	3.3	3.4	0.1
KOOL KGS	3.3	2.6	-0.6
NEWPORT KGS	2.3	2.6	0.3
SALEM LTS 100'S	2.2	2.3	0.1
WINSTON 100'S	2.4	2.1	-0.3
WINSTON LTS KGS	2.0	2.1	0.1
WINSTON LTS 100'S	1.9	2.0	0.1
SALEM LTS KGS	2.0	1.9	-0.1
SALEM KGS	1.9	1.7	-0.1
SALEM 100'S	1.8	1.7	-0.1
MERIT KGS	1.7	1.5	-0.2
VANTAGE KGS	1.7	1.4	-0.3
CAMEL KGS	1.3	1.3	-
B&H 100'S	1.0	1.1	0.1
MERIT 100'S	1.2	1.1	-0.2
CAMEL LTS KGS	1.2	1.0	-0.1
B&H 100'S MTHL	1.1	1.0	-0.1
V.S. 100'S	0.9	0.9	-
KOOL MILD KGS	0.8	0.9	-
NEWPORT 100'S	0.6	0.9	0.3
VANTAGE 100'S	0.9	0.8	-0.1
KOOL 100'S	0.8	0.8	-
V.S. 100'S LTS MTHL	1.1	0.7	-0.4
V.S. 100'S LTS	0.9	0.7	-0.2
KENT KGS	0.6	0.7	-

2040635165

Source: https://www.industrydocuments.ucsf.edu/docs/hzgm0004

SOURCE: PHILIP MORRIS NATIONAL TRACKING
MARLBORO RED - FULL FLAVOR KING SIZE FILTER
NON-MENTHOL MEN & WOMEN

	1986	1988	NET CHANGE
N =	6149	5710	
TOTAL SEGMENT	21.3	19.9	-1.4
MARLBORO RED KGS	11.3	11.2	-0.1
WINSTON RED KGS	5.0	4.2	-0.8
CAMEL KGS	1.3	1.3	-
PALL MALL KGS	0.4	0.4	-
RALEIGH KGS	0.5	0.4	-0.1
VICEROY KGS	0.5	0.4	-0.1
TAREYTON KGS	0.5	0.4	-0.1
L&M KGS	0.3	0.3	-
GEN KGS F.F.	0.5	0.3	-0.1
OLD GOLD KGS	0.3	0.2	-0.1

2040635166

Source: https://www.industrydocuments.ucsf.edu/docs/hzgm0004

SOURCE: PHILIP MORRIS NATIONAL TRACKING
MARLBORO LIGHTS - FLAVOR LOW KING SIZE FILTER
NON-MENTHOL MEN & WOMEN

	1986	1988	NET CHANGE
N =	4441	4477	
TOTAL SEGMENT	15.4	15.6	0.2
MARLBORO LTS KGS	5.6	6.6	1.0
WINSTON LTS KGS	2.0	2.1	0.1
MERIT KGS	1.7	1.5	-0.2
VANTAGE KGS	1.7	1.4	-0.3
CAMEL LTS KGS	1.2	1.0	-0.1
KENT KGS	0.6	0.7	-
PARLIAMENT LTS KGS	0.6	0.5	-0.2
KENT GL KGS	0.5	0.4	-0.1
DORAL LTS KGS	0.3	0.3	0.1
GEN KGS LTS	0.2	0.2	-

2040635167

Source: https://www.industrydocuments.ucsf.edu/docs/hzgm0004

SOURCE: PHILIP MORRIS NATIONAL TRACKING
MARLBORO 100'S - FULL FLAVOR 100MM FILTER
NON-MENTHOL MEN & WOMEN

	1986	1988	NET CHANGE
N =	2863	2886	
TOTAL SEGMENT	9.9	10.1	0.2
MARLBORO 100'S	3.3	3.4	0.1
WINSTON 100'S	2.4	2.1	-0.3
B&H 100'S	1.0	1.1	0.1
V.S. 100'S	0.9	0.9	-
TAREYTON 100'S	0.4	0.4	-
PALL MALL 100'S	0.5	0.4	-0.1
RALEIGH 100'S	0.4	0.3	-0.1
CEN 25 100S	0.2	0.2	-
DORAL 100'S	-	0.2	0.2
VICEROY 100'S	0.2	0.2	-
GEN 100'S F.F.	0.3	0.2	-0.1

2040635168

Source: https://www.industrydocuments.ucsf.edu/docs/hzgm0004

SOURCE: PHILIP MORRIS NATIONAL TRACKING
MARLBORO LIGHTS 100'S - FLAVOR LOW 100MM FILTER
NON-MENTHOL MEN & WOMEN

	1986	1988	NET CHANGE
N =	3950	3946	
TOTAL SEGMENT	13.7	13.8	0.1
MARLBORO LTS 100'S	3.2	3.5	0.3
WINSTON LTS 100'S	1.9	2.0	0.1
MERIT 100'S	1.2	1.1	-0.2
VANTAGE 100'S	0.9	0.8	-0.1
V.S. 100'S LTS	0.9	0.7	-0.2
B&H 100'S LTS	0.7	0.6	-0.1
KENT 100'S	0.7	0.6	-0.1
CAMEL LTS 100'S	0.5	0.5	-
DORAL LTS 100'S	0.4	0.5	0.1
KENT GL 100'S	0.6	0.4	-0.2
CEN 25 100S LTS	0.3	0.4	0.1
PARLIAMENT LTS 100'S	0.5	0.4	-0.1
CAMB LTS 100'S	-	0.3	0.3
MORE LTS 100'S	0.3	0.3	-0.1
GEN 100'S LTS	0.3	0.3	-
TRUE 100'S	0.3	0.3	-

2040635169

Source: https://www.industrydocuments.ucsf.edu/docs/hzgm0004

SOURCE: PHILIP MORRIS NATIONAL TRACKING
MARLBORO KINGS MENTHOL - FULL FLAVOR KINGS SIZE FLT MENTHOL MEN & WOMEN

	1986	1988	NET CHANGE
N =	2295	2158	
TOTAL SEGMENT	7.9	7.5	-0.4
KOOL KGS	3.3	2.6	-0.6
NEWPORT KGS	2.3	2.6	0.3
SALEM KGS	1.9	1.7	-0.1
MARLBORO MTHL KGS	0.3	0.3	-

2040635170

Source: https://www.industrydocuments.ucsf.edu/docs/hzgm0004

SOURCE: PHILIP MORRIS NATIONAL TRACKING
MARLBORO LTS KGS MTHL - FLAVOR LOW KINGS SIZE FILTER MENTHOL MEN & WOMEN

	1986	1988	NET CHANGE
N =	1332	1312	
TOTAL SEGMENT	4.6	4.6	-
SALEM LTS KGS	2.0	1.9	-0.1
KOOL MILD KGS	0.8	0.9	-
NEWPORT LTS KGS	0.4	0.5	0.1
BELAIR KGS	0.3	0.3	-0.1
DORAL LTS KGS MTHL	0.1	0.2	0.1
MERIT KGS MTHL	0.2	0.2	-0.1
KOOL LTS KGS	0.2	0.2	-
VANTAGE KGS MTHL	0.3	0.2	-

2040635171

Source: https://www.industrydocuments.ucsf.edu/docs/hzgm0004

SOURCE: PHILIP MORRIS NATIONAL TRACKING
MARLBORO LTS 100'S MTHL – FLAVOR LOW 100MM FILTER
MENTHOL MEN & WOMEN

	1986	1988	NET CHANGE
N =	2045	2035	
TOTAL SEGMENT	7.1	7.1	–
SALEM LTS 100'S	2.2	2.3	0.1
V.S. 100'S LTS MTHL	1.1	0.7	-0.4
SALEM SLIM LTS 100'S	0.5	0.6	0.1
B&H 100'S LTS MTHL	0.6	0.5	-0.1
DORAL LTS 100'S MTHL	0.2	0.4	0.3
BELAIR 100'S	0.4	0.3	–
MERIT 100'S MTHL	0.3	0.2	–
KOOL MILD 100'S	0.1	0.2	0.1
KOOL LTS 100'S	0.3	0.2	-0.1
GEN 100'S LTS MTHL	0.1	0.2	0.1

2040635172

Source: https://www.industrydocuments.ucsf.edu/docs/hzgm0004

SOURCE: PHILIP MORRIS NATIONAL TRACKING
MARLBORO FULL FLAVOR – FULL FLAVOR FILTER
(SUMMARY) NON-MENTHOL MEN & WOMEN

	1986	1988	NET CHANGE
N =	9012	8596	
TOTAL SEGMENT	31.2	30.0	-1.2
MARLBORO RED KGS	11.3	11.2	-0.1
WINSTON RED KGS	5.0	4.2	-0.8
MARLBORO 100'S	3.3	3.4	0.1
WINSTON 100'S	2.4	2.1	-0.3
CAMEL KGS	1.3	1.3	-
B&H 100'S	1.0	1.1	0.1
V.S. 100'S	0.9	0.9	-
PALL MALL 100'S	0.5	0.4	-0.1
PALL MALL KGS	0.4	0.4	-
RALEIGH KGS	0.5	0.4	-0.1
TAREYTON 100'S	0.4	0.4	-
VICEROY KGS	0.5	0.4	-0.1
TAREYTON KGS	0.5	0.4	-0.1
L&M KGS	0.3	0.3	-
RALEIGH 100'S	0.4	0.3	-0.1
GEN KGS F.F.	0.5	0.3	-0.1
CEN 25 100S	0.2	0.2	-
DORAL 100'S	-	0.2	0.2
OLD GOLD KGS	0.3	0.2	-0.1
VICEROY 100'S	0.2	0.2	-
GEN 100'S F.F.	0.3	0.2	-0.1

2040635173

Source: https://www.industrydocuments.ucsf.edu/docs/hzgm0004

SOURCE: PHILIP MORRIS NATIONAL TRACKING
MARLBORO FLAVOR LOW - FLAVOR LOW FILTER
(SUMMARY) NON-MENTHOL MEN & WOMEN

	1986	1988	NET CHANGE
N =	8391	8423	
TOTAL SEGMENT	29.0	29.4	0.3
MARLBORO LTS KGS	5.6	6.6	1.0
MARLBORO LTS 100'S	3.2	3.5	0.3
WINSTON LTS KGS	2.0	2.1	0.1
WINSTON LTS 100'S	1.9	2.0	0.1
MERIT KGS	1.7	1.5	-0.2
VANTAGE KGS	1.7	1.4	-0.3
MERIT 100'S	1.2	1.1	-0.2
CAMEL LTS KGS	1.2	1.0	-0.1
VANTAGE 100'S	0.9	0.8	-0.1
KENT KGS	0.6	0.7	-
V.S. 100'S LTS	0.9	0.7	-0.2
B&H 100'S LTS	0.7	0.6	-0.1
KENT 100'S	0.7	0.6	-0.1
CAMEL LTS 100'S	0.5	0.5	-
DORAL LTS 100'S	0.4	0.5	0.1
PARLIAMENT LTS KGS	0.6	0.5	-0.2
PARLIAMENT LTS 100'S	0.5	0.4	-0.1
KENT GL KGS	0.5	0.4	-0.1
KENT GL 100'S	0.6	0.4	-0.2
CEN 25 100S LTS	0.3	0.4	0.1
DORAL LTS KGS	0.3	0.3	0.1
CAMB LTS 100'S	-	0.3	0.3
MORE LTS 100'S	0.3	0.3	-0.1
GEN 100'S LTS	0.3	0.3	-
TRUE 100'S	0.3	0.3	-
GEN KGS LTS	0.2	0.2	-

2040635174

Source: https://www.industrydocuments.ucsf.edu/docs/hzgm0004

SOURCE: PHILIP MORRIS NATIONAL TRACKING
MARLBORO KING SIZE - KING SIZE FILTER FULL FLAV/FLAV LOW
(SUMMARY) NON-MENTHOL MEN & WOMEN

	1986	1988	NET CHANGE
N =	10590	10187	
TOTAL SEGMENT	36.7	35.5	-1.1
MARLBORO RED KGS	11.3	11.2	-0.1
MARLBORO LTS KGS	5.6	6.6	1.0
WINSTON RED KGS	5.0	4.2	-0.8
WINSTON LTS KGS	2.0	2.1	0.1
MERIT KGS	1.7	1.5	-0.2
VANTAGE KGS	1.7	1.4	-0.3
CAMEL KGS	1.3	1.3	-
CAMEL LTS KGS	1.2	1.0	-0.1
KENT KGS	0.6	0.7	-
PARLIAMENT LTS KGS	0.6	0.5	-0.2
KENT GL KGS	0.5	0.4	-0.1
PALL MALL KGS	0.4	0.4	-
RALEIGH KGS	0.5	0.4	-0.1
VICEROY KGS	0.5	0.4	-0.1
TAREYTON KGS	0.5	0.4	-0.1
DORAL LTS KGS	0.3	0.3	0.1
L&M KGS	0.3	0.3	-
GEN KGS F.F.	0.5	0.3	-0.1
OLD GOLD KGS	0.3	0.2	-0.1
GEN KGS LTS	0.2	0.2	-

2040635175

Source: https://www.industrydocuments.ucsf.edu/docs/hzgm0004

SOURCE: PHILIP MORRIS NATIONAL TRACKING
MARLBORO 100'S – 100MM FILTER FULL FLAV/FLAV LOW
(SUMMARY) NON-MENTHOL MEN & WOMEN

	1986	1988	NET CHANGE
N =	6813	6832	
TOTAL SEGMENT	23.6	23.8	0.3
MARLBORO LTS 100'S	3.2	3.5	0.3
MARLBORO 100'S	3.3	3.4	0.1
WINSTON 100'S	2.4	2.1	-0.3
WINSTON LTS 100'S	1.9	2.0	0.1
B&H 100'S	1.0	1.1	0.1
MERIT 100'S	1.2	1.1	-0.2
V.S. 100'S	0.9	0.9	–
VANTAGE 100'S	0.9	0.8	-0.1
V.S. 100'S LTS	0.9	0.7	-0.2
B&H 100'S LTS	0.7	0.6	-0.1
KENT 100'S	0.7	0.6	-0.1
CAMEL LTS 100'S	0.5	0.5	–
DORAL LTS 100'S	0.4	0.5	0.1
KENT GL 100'S	0.6	0.4	-0.2
CEN 25 100S LTS	0.3	0.4	0.1
PARLIAMENT LTS 100'S	0.5	0.4	-0.1
PALL MALL 100'S	0.5	0.4	-0.1
TAREYTON 100'S	0.4	0.4	–
CAMB LTS 100'S	–	0.3	0.3
MORE LTS 100'S	0.3	0.3	-0.1
RALEIGH 100'S	0.4	0.3	-0.1
GEN 100'S LTS	0.3	0.3	–
TRUE 100'S	0.3	0.3	–
CEN 25 100S	0.2	0.2	–
DORAL 100'S	–	0.2	0.2
VICEROY 100'S	0.2	0.2	–
GEN 100'S F.F.	0.3	0.2	-0.1

2040635176

Source: https://www.industrydocuments.ucsf.edu/docs/hzgm0004

SOURCE: PHILIP MORRIS NATIONAL TRACKING
MARLBORO NON-MENTHOL - FULL FLAV/FLAV LOW KGS/100MM FILTER
(SUMMARY) NON-MENTHOL MEN & WOMEN

	1986	1988	NET CHANGE
N =	17403	17019	
TOTAL SEGMENT	60.2	59.4	-0.9
MARLBORO RED KGS	11.3	11.2	-0.1
MARLBORO LTS KGS	5.6	6.6	1.0
WINSTON RED KGS	5.0	4.2	-0.8
MARLBORO LTS 100'S	3.2	3.5	0.3
MARLBORO 100'S	3.3	3.4	0.1
WINSTON 100'S	2.4	2.1	-0.3
WINSTON LTS KGS	2.0	2.1	0.1
WINSTON LTS 100'S	1.9	2.0	0.1
MERIT KGS	1.7	1.5	-0.2
VANTAGE KGS	1.7	1.4	-0.3
CAMEL KGS	1.3	1.3	-
B&H 100'S	1.0	1.1	0.1
MERIT 100'S	1.2	1.1	-0.2
CAMEL LTS KGS	1.2	1.0	-0.1
V.S. 100'S	0.9	0.9	-
VANTAGE 100'S	0.9	0.8	-0.1
KENT KGS	0.6	0.7	-
V.S. 100'S LTS	0.9	0.7	-0.2
B&H 100'S LTS	0.7	0.6	-0.1
KENT 100'S	0.7	0.6	-0.1
CAMEL LTS 100'S	0.5	0.5	-
DORAL LTS 100'S	0.4	0.5	0.1
PARLIAMENT LTS KGS	0.6	0.5	-0.2
KENT GL KGS	0.5	0.4	-0.1
KENT GL 100'S	0.6	0.4	-0.2
CEN 25 100S LTS	0.3	0.4	0.1
PARLIAMENT LTS 100'S	0.5	0.4	-0.1
PALL MALL 100'S	0.5	0.4	-0.1
PALL MALL KGS	0.4	0.4	-
RALEIGH KGS	0.5	0.4	-0.1
TAREYTON 100'S	0.4	0.4	-
VICEROY KGS	0.5	0.4	-0.1
TAREYTON KGS	0.5	0.4	-0.1
L&M KGS	0.3	0.3	-
MORE LTS 100'S	0.3	0.3	-0.1
RALEIGH 100'S	0.4	0.3	-0.1
GEN KGS F.F.	0.5	0.3	-0.1
GEN 100'S LTS	0.3	0.3	-
TRUE 100'S	0.3	0.3	-
DORAL LTS KGS	0.3	0.3	0.1
CAMB LTS 100'S	-	0.3	0.3
OLD GOLD KGS	0.3	0.2	-0.1
GEN KGS LTS	0.2	0.2	-
VICEROY 100'S	0.2	0.2	-
GEN 100'S F.F.	0.3	0.2	-0.1
CEN 25 100S	0.2	0.2	-
DORAL 100'S	-	0.2	0.2

2040635177

Source: https://www.industrydocuments.ucsf.edu/docs/hzgm0004

SOURCE: PHILIP MORRIS NATIONAL TRACKING
MARLBORO MENTHOL – FULL FLAV/FLAV LOW KGS/100MM FILTER
(SUMMARY) MENTHOL MEN & WOMEN

	1986	1988	NET CHANGE
N =	7153	6975	
TOTAL SEGMENT	24.8	24.3	-0.4
KOOL KGS	3.3	2.6	-0.6
NEWPORT KGS	2.3	2.6	0.3
SALEM LTS 100'S	2.2	2.3	0.1
SALEM LTS KGS	2.0	1.9	-0.1
SALEM KGS	1.9	1.7	-0.1
SALEM 100'S	1.8	1.7	-0.1
B&H 100'S MTHL	1.1	1.0	-0.1
KOOL MILD KGS	0.8	0.9	-
NEWPORT 100'S	0.6	0.9	0.3
KOOL 100'S	0.8	0.8	-
V.S. 100'S LTS MTHL	1.1	0.7	-0.4
SALEM SLIM LTS 100'S	0.5	0.6	0.1
V.S. 100'S MTHL	0.6	0.6	0.1
NEWPORT LTS KGS	0.4	0.5	0.1
B&H 100'S LTS MTHL	0.6	0.5	-0.1
DORAL LTS 100'S MTHL	0.2	0.4	0.3
BELAIR 100'S	0.4	0.3	-
BELAIR KGS	0.3	0.3	-0.1
MARLBORO MTHL KGS	0.3	0.3	-
MERIT 100'S MTHL	0.3	0.2	-
KOOL MILD 100'S	0.1	0.2	0.1
KOOL LTS 100'S	0.3	0.2	-0.1
MERIT KGS MTHL	0.2	0.2	-0.1
KOOL LTS KGS	0.2	0.2	-
VANTAGE KGS MTHL	0.3	0.2	-
GEN 100'S LTS MTHL	0.1	0.2	0.1
DORAL LTS KGS MTHL	0.1	0.2	0.1

2040635178

Source: https://www.industrydocuments.ucsf.edu/docs/hzgm0004

SOURCE: PHILIP MORRIS NATIONAL TRACKING
MARLBORO LTS MENTHOL - FLAV LOW KGS/100MM FILTER
(SUMMARY) MENTHOL MEN & WOMEN

	1986	1988	NET CHANGE
N =	3377	3347	
TOTAL SEGMENT	11.7	11.7	-
SALEM LTS 100'S	2.2	2.3	0.1
SALEM LTS KGS	2.0	1.9	-0.1
KOOL MILD KGS	0.8	0.9	-
V.S. 100'S LTS MTHL	1.1	0.7	-0.4
SALEM SLIM LTS 100'S	0.5	0.6	0.1
NEWPORT LTS KGS	0.4	0.5	0.1
B&H 100'S LTS MTHL	0.6	0.5	-0.1
DORAL LTS 100'S MTHL	0.2	0.4	0.3
BELAIR 100'S	0.4	0.3	-
BELAIR KGS	0.3	0.3	-0.1
DORAL LTS KGS MTHL	0.1	0.2	0.1
MERIT 100'S MTHL	0.3	0.2	-
KOOL MILD 100'S	0.1	0.2	0.1
KOOL LTS 100'S	0.3	0.2	-0.1
MERIT KGS MTHL	0.2	0.2	-0.1
KOOL LTS KGS	0.2	0.2	-
VANTAGE KGS MTHL	0.3	0.2	-
GEN 100'S LTS MTHL	0.1	0.2	0.1

2040635179

Source: https://www.industrydocuments.ucsf.edu/docs/hzgm0004

SOURCE: PHILIP MORRIS NATIONAL TRACKING
MARLBORO KGS MENTHOL - FULL FLAV/FLAV LOW KINGS FILTER
(SUMMARY) MENTHOL MEN & WOMEN

	1986	1988	NET CHANGE
N =	3627	3470	
TOTAL SEGMENT	12.6	12.1	-0.4
KOOL KGS	3.3	2.6	-0.6
NEWPORT KGS	2.3	2.6	0.3
SALEM LTS KGS	2.0	1.9	-0.1
SALEM KGS	1.9	1.7	-0.1
KOOL MILD KGS	0.8	0.9	-
NEWPORT LTS KGS	0.4	0.5	0.1
BELAIR KGS	0.3	0.3	-0.1
MARLBORO MTHL KGS	0.3	0.3	-
DORAL LTS KGS MTHL	0.1	0.2	0.1
MERIT KGS MTHL	0.2	0.2	-0.1
KOOL LTS KGS	0.2	0.2	-
VANTAGE KGS MTHL	0.3	0.2	-

2040635180

Source: https://www.industrydocuments.ucsf.edu/docs/hzgm0004